



2022

**SILC Online
Summer Program**

June 27th to July 8th





**Prepare yourself
for the world's most dynamic market,**

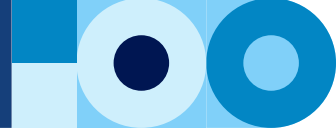
**Learn about Shanghai and China,
and
Meet new friends!**



About Our Program

The aim of the SILC Online Summer School series is to provide overseas students with first-hand experience of doing business in China. The topic of 2022 SILC Online Summer School is "**Business Innovations and Opportunities in China**". Our Summer School intends to offer students insights on how to successfully commercialize innovations in China through a combination of online lectures, case studies, workshops with entrepreneurs, virtual visits to companies, group work with other students, etc. This interactive delivery approach will ensure students a good understanding of entrepreneurial efforts currently happening in China and participating in real entrepreneurial activities under the guidance of our lecturers. Elective courses on Chinese market landscape and Chinese culture are also provided to help students understand how business run in China in a more comprehensive way.

The program will start from June 27th to July 8th ,2022. Virtual lectures and workshops are scheduled at convenient times based on students' locations.



Diversified online teaching approaches

All the courses will be conducted through live streaming, and students will interact with the professors in real time through the Zoom platform. Students will learn business theories and cases through our carefully-designed sessions. In addition, students will have face-to-face communication with the professors and entrepreneurs through live streaming.

One-to-one buddy scheme

Each visiting student will be introduced to a Chinese student of SILC, who acts as your “buddy” . Your buddy will help to enhance your learning experience and providing support whenever you may need it.

Practical experience of Doing Business in China (Core Module)

In the course, students will discover the challenges that Chinese companies are currently facing, and search for solutions. You will get inspiration for innovative and entrepreneurial ideas from blending Chinese and other cultures. You will observe the whole process of modernization and commercialization of the intangible cultural heritage products, which help you understand the keys to innovation and entrepreneurship. At the end of the course, you will present the group’ s business plan, which may develop further into a business solution for Chinese companies, or the group's project may become a real company in the future.

Chinese Business Landscape (Elective Module)

In order to help students to study the core module better, an elective module is designed to provide more background information of Chinese market and economy. The elective module consists of 9 business lectures, aiming to help international students to understand Chinese economy from perspectives of macroeconomic development, consumer behaviors, media, human resource, finance, etc. Emphasis of the elective module is to understand the logics behind the rapid growth of Chinese economy and the implications of Chinese economic reform on the global economy.

Certificate

On completion of SILC Online Summer School, students will be awarded a Summer School Certificate from SILC, Shanghai University. Outstanding students will be selected and awarded the Outstanding Students Certificate according to their performance. In addition, students who get the Outstanding Students Certificate will have the opportunity to participate in SILC international business competitions team coached by professional teachers and winners will have the chance to participate in international competitions as a SILC representative.

2022 SILC Online Summer School

Week 1

Date	Day	Time	
		2:15pm-3:15pm	3:30pm-4:30pm
27-Jun	Mon.	Orientation & Ice-breaking	Workshop with Entrepreneurs & Teaming Up with Local Students
28-Jun	Tue.	Economic Development in China 1	Theories and Case Studies
29-Jun	Wed.	Economic Development in China 2	The Intangible Cultural Heritage in China- History and Stories
30-Jun	Thu.	How Chinese Tradition Stays Alive Today	The Cultural and Creative Products in China
1-Jul	Fri.	Chinese Media Market	Marketing Innovation : Value Co-creation with Internet celebrities

Week 2

Date	Day	Time	
		2:15pm-3:15pm	3:30pm-4:30pm
4-Jul	Mon.	Human Resource Management and Organization in China	Polishing your Project by Professor and Entrepreneurs 1
5-Jul	Tue.	Introduction of Chinese Consumer	Polishing your Project by Professor and Entrepreneurs 2
6-Jul	Wed.	Financial Markets in China	Polishing your Project by Professor and Entrepreneurs 3
7-Jul	Thu.	Business Culture in China	Presentation of Business Plans & Seminar with Entrepreneurs
8-Jul	Fri.	Urban Development in China	Farewell

Elective Module

Core Module

Our Faculty



帅萍
Ping SHUAI

Ph. D from Shanghai Jiao Tong University
Associate Professor, Department of Business Administration
Director of Innovation and Entrepreneurship Center



顾浩东
Haodong GU

Ph. D from the University of New South Wales
Director of International Office



孙覃玥
Tanyue Sun

Ph. D from Nanjing University
Deputy Director, Department of Economics and Finance



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Maoguo WU

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Jian WANG

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蔡震尧
Zhenyao CAI

Ph. D from Hong Kong Baptist University
Associate Professor, Department of Business Administration



郑小松
Xiaosong ZHENG

Ph. D from Tallinn University of Technology, Estonia
Lecturer, Department of Business Administration

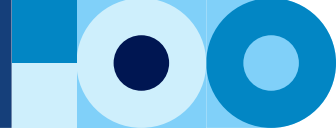


顾海悦
Haiyue GU

Master from Fudan University
Lecturer, Department of English

Application Form of SILC Summer/Winter School

姓名 Name	英文 In English	Family Name		Given Name		照片 3 2-inch Photos
	中文 In Chinese	姓	名			
国籍 Nationality	性别 Gender	<input type="checkbox"/> 男 Male <input type="checkbox"/> 女 Female		健康状况 Health Status		
		出生日期 Date of Birth	年 Year		月 Month	日 Day
文化程度 Education	职业 Occupation					
专业 Major	学校 University/School					
护照号码 Passport No.	护照有效期 Valid until					
通讯地址 Home Address	姓名: Name:			电话 Tel		
紧急联系人 Urgent Contact	Name:			电话: Tel:		
英语语言能力 English Proficiency	Native <input type="checkbox"/>		如果您的母语不是英语, 请填写: If you are not a English Native Speaker, Please indicate: TOFEL(Score): _____ IELTS: _____ Other: _____			
申请人保证: I hereby affirm that: 1. 上述各项中所提供的情况是真实无误的。All the information given above is complete and accurate. 2. 项目学习期间遵守中国政府的法律和学校的规章制度。 I shall abide by the laws of the Chinese Government and the regulations of Shanghai University.						
申请人签名 Signature:				日期 Date:		



Levels and Prerequisites

All courses offered are equivalent to introductory level university courses. They have no specific pre-requisites.

Application Deadline

June 6th, 2022.

Applications received after this date will only be considered if places are still available.

Application Requirement

- ★ Non- Chinese citizens with a valid passport
- ★ Proof of your English language proficiency (if your first language is not English or if English is not the language of instruction at your school)
- ★ Sending completed application form and a copy of your passport photo page to our email

Apply for SILC Summer School summer.silc@oa.shu.edu.cn

Application Fee

USD 50

Program Fee

Core module: USD 200

Elective module: USD 200

* Program fees are waived for International degree students studying at SILC.

Payment Methods

Once accepted into the program, an offer letter and a fee invoice will be sent to applicants. The program fee is payable once the formal offer has been made. The deadline for payment is June 20th, 2022.

Contact Us

International Office

SILC Business School, Shanghai University

Apply for Summer School : summer.silc@oa.shu.edu.cn

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